

## **ToR: Social Media**

### **Social Media Intern**

Please note: This is a virtual and an unpaid position

#### **BACKGROUND:**

Gender at Work (G@W) is an international feminist network of individuals and organizations, located at the intersection of theory and practice, which works to end all forms of discrimination and advance cultures of equality, particularly gender equality. We mobilize top-notch thinkers, analysts, practitioners and activists to build cutting-edge knowledge and change interventions and unleash individual and collective capacities for gender justice that are unique, grounded and politically conscious. We work to build a field of thinking and practice by taking these innovations to an ever-widening community of individuals, organizations, movements and teaching institutions committed to building cultures of equality.

G@W is looking for a social media intern. As G@W's Social Media Intern, you will be instrumental in the implementation of an outreach program that will deliver virtual, participant-driven content. Your work will strengthen bonds with our current communities and bring new audiences to our website and resources.

The intern will maintain G@W's presence on various social media platforms and help create and publish content that is relevant to our communities. He/she will regularly analyze and report on the activity on social media networks and our website.

#### **DUTIES AND RESPONSIBILITIES:**

##### **Social Media**

- Update Facebook, Twitter, LinkedIn and Instagram accounts
- Respond to posts or comments to bring value to user's interactions with G@W.
- Research articles, stories, resources, or other content that is relevant to our communities and posts it to our Facebook and Twitter page in a manner that invites conversation and interaction.
- Grow G@W online social networks by increasing user base and interactions.
- Maintain current information in Google+ and LinkedIn accounts.
- Complete other social media projects as assigned.
- Use Google Analytics to assess trends and activity on the G@W website
- Review data on the performance of social media platforms and adjusts plans or strategies to optimize reach.

##### **Gender at Work website**

- Administrate the creation and publishing of relevant, original, high-quality content provided by G@W Staff and Associates
- Coordinate with Associates and Staff in Manage the blog page on the Gender at Work site -- th
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- Create a regular (or automatic) publishing schedule on SM platforms
- Plan specific, timely campaigns across all platforms in line with current events and trends
- Promote content through social media campaigns (reviewed and changed on weekly-monthly basis dependent on analytics results)
- Manage the creative side and analytics side of campaigns and demonstrate this through results
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#### MINIMUM REQUIREMENTS:

The ideal candidate will show a strong interest in gender justice, preferably with a University degree that reflects this interest. S/he must be social media savvy. Must be proactive and have a strong desire to enhance Internet presence. Must be comfortable working in a virtual environment.

#### KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

##### Technical

\*Creative self-starter who is comfortable with both taking initiative and working in collaboration in a virtual environment.

\*Detail oriented with strong written and verbal communication skills.

\*Experience with Social Media applications, basic photo-editing and video-editing software, and internet browsers. Experience with Photoshop and Wordpress a plus.

\*Familiarity and facility with mainstream social media platforms, including but not limited to Facebook, Twitter, Google+ and LinkedIn.

\*Available to work 10 hours per week.

##### Writing

\* Proofreading and editing skills.

\* Ability to create, compose and edit written materials.

\* Ability to write simply with a conversational style

If you have demonstrated experience and knowledge using social media and if you are interested in gender justice and international development, please send your CV and a cover letter to [skundugenderatwork@gmail.com](mailto:skundugenderatwork@gmail.com) as soon as possible.

